

ORDER



Orders
Order / Rev: 714989
Alt Order #: 06323922
Product Desc: MCCRORY FOR NC GOV
Estimate: 924930
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 09/19/12 / 09/19/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: McCrory for NC Governor
Demographic: A35+
Product Codes: PL-Governor
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	73	\$22,550.00	\$19,167.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	73	\$22,550.00	\$19,167.50	0.00
Totals	73	\$22,550.00	\$19,167.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/24/12	09/24/12	DT	CM	10a-5p	M-----	:30	2	\$60.00	P-4	0.00	NM	2	\$120.00
				Daytime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		2				\$60.00		0.00			
E 2	WFMY	09/25/12	09/25/12	DT	CM	10a-5p	-T-----	:30	2	\$60.00	P-4	0.00	NM	2	\$120.00
				Daytime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		2				\$60.00		0.00			
E 3	WFMY	09/26/12	09/26/12	DT	CM	10a-5p	--W----	:30	2	\$60.00	P-4	0.00	NM	2	\$120.00
				Daytime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----		2				\$60.00		0.00			
E 4	WFMY	09/27/12	09/27/12	DT	CM	10a-5p	---T---	:30	2	\$60.00	P-4	0.00	NM	2	\$120.00
				Daytime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---		2				\$60.00		0.00			
E 5	WFMY	09/28/12	09/28/12	DT	CM	10a-5p	----F--	:30	2	\$60.00	P-4	0.00	NM	2	\$120.00
				Daytime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		2				\$60.00		0.00			
E 6	WFMY	09/24/12	09/24/12	News2 at Noon	CM	12-1230p	M-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
				News2 at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$130.00		0.00			

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Advertiser: McCrory for NC Governor
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 Estimate: 924930

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WFMY	09/25/12	09/25/12	M-F 2-3p The Talk	CM	2-3p	-T-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$150.00		0.00			
E 8	WFMY	09/26/12	09/26/12	M-F 2-3p The Talk	CM	2-3p	--W----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$150.00		0.00			
E 9	WFMY	09/27/12	09/27/12	M-F 2-3p The Talk	CM	2-3p	---T---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$150.00		0.00			
E 10	WFMY	09/28/12	09/28/12	M-F 2-3p The Talk	CM	2-3p	----F--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$150.00		0.00			
E 11	WFMY	09/24/12	09/24/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$95.00		0.00			
E 12	WFMY	09/25/12	09/25/12	M-F 3-4p Let's Make a Deal	CM	3-4p	-T-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$95.00		0.00			
E 13	WFMY	09/26/12	09/26/12	M-F 3-4p Let's Make a Deal	CM	3-4p	--W----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$95.00		0.00			
E 14	WFMY	09/28/12	09/28/12	M-F 3-4p Let's Make a Deal	CM	3-4p	----F--	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$95.00		0.00			
E 15	WFMY	09/24/12	09/24/12	M-F 4-5p Ellen Degeneres	CM	4-5p	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$100.00		0.00			
E 16	WFMY	09/25/12	09/25/12	M-F 4-5p Ellen Degeneres	CM	4-5p	-T-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$100.00		0.00			
E 17	WFMY	09/26/12	09/26/12	M-F 4-5p Ellen Degeneres	CM	4-5p	--W----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$100.00		0.00			
E 18	WFMY	09/28/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4-5p	----F--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$100.00		0.00			
E 19	WFMY	09/24/12	09/24/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$225.00		0.00			
E 20	WFMY	09/25/12	09/25/12	News 2 at 5 News 2 at 5	CM	5-530p	-T-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$225.00		0.00			
E 21	WFMY	09/27/12	09/27/12	News 2 at 5 News 2 at 5	CM	5-530p	---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Estimate: 924930
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WFMY	09/27/12	09/27/12	News 2 at 5 News 2 at 5	CM	5-530p	---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$225.00		0.00			
E 22	WFMY	09/28/12	09/28/12	News 2 at 5 News 2 at 5	CM	5-530p	----F--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$225.00		0.00			
E 23	WFMY	09/24/12	09/24/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$55.00		0.00			
E 24	WFMY	09/25/12	09/25/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	-T-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$55.00		0.00			
E 25	WFMY	09/26/12	09/26/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	--W----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$55.00		0.00			
E 26	WFMY	09/27/12	09/27/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	---T---	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$55.00		0.00			
E 27	WFMY	09/24/12	09/24/12	M-F 6-8a Good Morning Show	CM	6-8a	M-----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$80.00		0.00			
E 28	WFMY	09/26/12	09/26/12	M-F 6-8a Good Morning Show	CM	6-8a	--W----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$80.00		0.00			
E 29	WFMY	09/27/12	09/27/12	M-F 6-8a Good Morning Show	CM	6-8a	---T---	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$80.00		0.00			
E 30	WFMY	09/28/12	09/28/12	M-F 6-8a Good Morning Show	CM	6-8a	----F--	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$80.00		0.00			
E 31	WFMY	09/24/12	09/24/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$60.00		0.00			
E 32	WFMY	09/25/12	09/25/12	CBS This Morning CBS This Morning	CM	8-10a	-T-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$60.00		0.00			
E 33	WFMY	09/26/12	09/26/12	CBS This Morning CBS This Morning	CM	8-10a	--W----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$60.00		0.00			
E 34	WFMY	09/28/12	09/28/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$60.00		0.00			
E 35	WFMY	09/29/12	09/29/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	WFMY	09/29/12	09/29/12	Good Morning Show Sat	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				Good Morning Show Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$70.00		0.00			
E 36	WFMY	09/30/12	09/30/12	Good Morning Show Sun	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				Good Morning Show Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$70.00		0.00			
E 37	WFMY	09/30/12	09/30/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$200.00		0.00			
E 38	WFMY	09/25/12	09/25/12	News 2 at 5	CM	5-530p	-T-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
				News 2 at 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1				\$225.00		0.00			
E 39	WFMY	09/26/12	09/26/12	News 2 at 5	CM	5-530p	--W----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
				News 2 at 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----		1				\$225.00		0.00			
E 40	WFMY	09/27/12	09/27/12	News 2 at 5	CM	5-530p	---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
				News 2 at 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---		1				\$225.00		0.00			
E 41	WFMY	09/24/12	09/24/12	News 2 at 6	CM	6-630p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$350.00		0.00			
E 42	WFMY	09/25/12	09/25/12	News 2 at 6	CM	6-630p	-T-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1				\$350.00		0.00			
E 43	WFMY	09/26/12	09/26/12	News 2 at 6	CM	6-630p	--W----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----		1				\$350.00		0.00			
E 44	WFMY	09/27/12	09/27/12	News 2 at 6	CM	6-630p	---T---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---		1				\$350.00		0.00			
E 45	WFMY	09/29/12	09/29/12	Sat 7pm News/CF Blitz	CM	Sa 7-7:30p	-----S-	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
				News/CF Blitz		(7:00 PM-7:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$110.00		0.00			
E 46	WFMY	09/24/12	09/24/12	Letterman	CM	1135p-1235a	M-----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$70.00		0.00			
E 47	WFMY	09/25/12	09/25/12	Letterman	CM	1135p-1235a	-T-----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1				\$70.00		0.00			
E 48	WFMY	09/26/12	09/26/12	Letterman	CM	1135p-1235a	--W----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----		1				\$70.00		0.00			
E 49	WFMY	09/27/12	09/27/12	Letterman	CM	1135p-1235a	---T---	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 714989
 Alt Order #: 06323922
 Flight Dates: 09/24/12 - 09/30/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR NC GOV
 Estimate: 924930

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 49	WFMY	09/27/12	09/27/12	Letterman David Letterman	CM	1135p-1235a	---T---	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$70.00		0.00			
E 50	WFMY	09/29/12	09/29/12	Panthers Huddle Panthers Huddle	CM	1135p-1205a	-----S-	:30	1	\$30.00	P-4	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$30.00		0.00			
E 51	WFMY	09/30/12	09/30/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$350.00		0.00			
E 52	WFMY	09/25/12	09/25/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	-T-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$375.00		0.00			
E 53	WFMY	09/26/12	09/26/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	--W----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$375.00		0.00			
E 54	WFMY	09/24/12	09/24/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$850.00		0.00			
E 55	WFMY	09/25/12	09/25/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$2,000.00		0.00			
E 56	WFMY	09/25/12	09/25/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$1,200.00		0.00			
E 57	WFMY	09/25/12	09/25/12	Tue Prime C Vegas	CM	10-11p	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$800.00		0.00			
E 58	WFMY	09/26/12	09/26/12	Wed Prime A Survivor: Philippine	CM	8-9p	--W----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$1,350.00		0.00			
E 59	WFMY	09/26/12	09/26/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$1,000.00		0.00			
E 60	WFMY	09/26/12	09/26/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11p	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$800.00		0.00			
E 61	WFMY	09/27/12	09/27/12	Thu Prime B Person of Interest	CM	9-10p	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$1,200.00		0.00			
E 62	WFMY	09/27/12	09/27/12	Thu Prime C Elementary	CM	10-11p	---T---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$1,100.00		0.00			
E 63	WFMY	09/29/12	09/29/12	Sat Prime A Crimetime Saturday	CM	8-9p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 714989
 Alt Order #: 06323922
 Flight Dates: 09/24/12 - 09/30/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR NC GOV
 Estimate: 924930

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 63	WFMY	09/29/12	09/29/12	Sat Prime A Crimetime Saturday	CM	8-9p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$300.00			0.00			
E 64	WFMY	09/29/12	09/29/12	Sat Prime B Crimetime Saturday	CM	9-10p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$350.00			0.00			
E 65	WFMY	09/29/12	09/29/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$475.00			0.00			
E 66	WFMY	09/30/12	09/30/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$1,000.00			0.00			
E 67	WFMY	09/30/12	09/30/12	Sun Prime B Amazing Race	CM	8-9p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$1,200.00			0.00			
E 68	WFMY	09/30/12	09/30/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$1,200.00			0.00			
													Totals	73	\$22,550.00